

PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: David Beran

FROM: Alejandro Lopez

SUBJECT: **Marketing Perceptions - \$41,000.00**

DATE: July 27, 1992

Project:

Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc. and Philip Morris to conduct a total of twenty-four triads for Merit to explore new packaging for Merit Parent, Lights, and Ultra Lights, and new advertising for Merit Ultima.

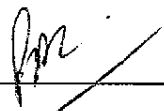
Budget:

The cost of conducting this research is \$41,000.00 \pm 10% and will be covered by the 1992 Consumer Research budget.

Competitive Bid:

No competitive bids were obtained since Marketing Perceptions has the experience of conducting other qualitative research on Merit Ultima.

Alejandro Lopez



David Beran



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